

What are the issues  
you are trying to  
address? What is  
the purpose of your  
work?

What are you doing  
to achieve your  
goals?

Who are your  
stakeholders? What  
are their needs?

How will those  
factors influence  
what you want to  
achieve?

What do you want to  
achieve?

What factors will  
influence your ability  
to achieve what you  
set out to?

